Brand Guidelines
City Cancer Challenge got a new look!

C/Can is a growing network of people operating under the same umbrella. To unite our actions we need to be seen as one: here our brand plays a crucial role.

In general the brand can be divided in 2 structures: Global and City Specific. Each city has their own color, which comes back in their logo and as a base color in their materials. All cities are represented in the Global communication through their specific color.

In this guide we try to explain step by step which visual elements should be used in different situations.

If you have any further question, please feel free to contact:
communications@citycancerchallenge.org
Welcome

People Powered Communities

We inspire communities to believe they can improve cancer care if everyone works together.

Launched by UICC, C/Can builds self-sustaining communities within and between cities around the world to address the fundamental complexity of cancer. That means connecting the diverse people committed to cancer care in their cities with each other and giving them the tools and processes they need to learn, innovate, and succeed. By establishing structures for collaboration, measuring change, and evidence-sharing, we empower local leaders to make a lasting impact.

Because community starts locally and extends globally.

As this organization grows, it’s essential that City Cancer Challenge brand assets such as logos or color schemes are presented in a consistent manner which properly reflect our values and spirit. This document provides a set of standards and guidelines for the proper usage of C/Can logo and color palette, as well as the language and visual imagery that surrounds them.
C/Can Brand Personality

Brand Guidelines

**Tone**
The C/Can brand personality: **open, passionate, and sharp**.

Just as the imagery and visual design of the C/Can brand reflects these concepts, the tone of the language used should also convey these traits. In practice, this means that all written communications about C/Can should be authentic and direct, without excessive use of jargon or “NGO-speak.” C/Can communications carry a sense of authority, expertise, and professionalism without alienating the audience with overly technical language. In essence, C/Can should sound human and relatable, even when discussing highly complex topics.

Each of the 3 brand personality traits bears a broader meaning that informs the tone of the brand:

- **Open**: Honest, authentic, transparent, trustworthy, sensitive, generous
- **Passionate**: Charismatic, tough, assertive, dedicated, committed, empathetic
- **Sharp**: Intelligent, stylish, direct, savvy, adaptable, flexible, pragmatic, innovative

**Local Adaptation**
A common expression in C/Can materials is “change starts locally and extends globally.” The local, city-level focus of C/Can’s work is a core component of the brand, and as a result, communications must be adapted for local contexts. Cultural and linguistic differences between the cities in the C/Can global network abound, yet the identity of C/Can as a brand should always come across clearly. Local translations of C/Can materials should follow the same guidelines and capture the same tone, conveying the C/Can identity regardless of the language or geographical context. In other words, “C/Can” is the same in every language.
Instructions

Is what you're going to make city specific?  

Or is it part of the global communication?

Please continue on page 23
Logo Usage

Local / Global

The logo consists of two connected squares: the building blocks of community, from each city to the world. The simple, modern design reflects C/Can’s brand personality: open, passionate, sharp.

The logo is constructive and a great base for our branding, but on its own it can also be fragile so handle with care! Only place it on an even colored background.

Is your whole background textured? Place the logo on a even colored square to maintain its readability.
Logo Usage

Primary logo: #22314a

Reverse logo always on blue

Internal usage logo

Reverse Internal usage logo
Logo Usage

Primary logo for reference

Small Logo

Minimum sizing for small use logo: 100 px.

Height restricted logo

If less than 50px height is available please use this version:

Logo alignment

C/Can City Cancer Challenge

NOVARTIS

Roche

WORLD ECONOMIC FORUM
Logo Usage

Digital

Social Media

Monochrome versions available
Logo Misuse

- Don't stretch it
- Do not use other colors
- Do not use shadow effects
- Don't outline logo

- Give it space
- Don't add an image in the box
- No overlay on busy backdrop
- Make sure it's readable
Color/Font Guidelines
Color Palette

C/Can blue

The main color is dark blue. This is the main C/Can color, it can be used for:

- Lines
- Color blocks
- Titles

The other colors are all assigned to cities that are part of the C/Can network. These colors can be used as secondary colors in the C/Can materials and help categorize elements that are connected to specific places. So if your presentation mentions a specific situation in Kumasi it is nice to add it on a green #008080 coloured background.
Font Usage

Open Sans

We only use Open Sans. An inclusive free font; easy to read, web friendly. Also available in Mailchimp.

You can download the font here
Imagery

Open/Positive

People Powered Communities

Show the people that make up the communities. Use personal stories to show C/Can's impact. The portraits should be taken with an urban backdrop. When possible find a colored surface that aligns with the city's color.

The Connective City

Unique perspectives on the urban environment show the connectedness of communities. Birds eye images of city structures and the people that make up the city.
Correct examples

- Portrait outdoor/coloured wall
- Positive patient
- Bright Event shots
- City top view
- Infrastructure
- People from above
### Incorrect examples

<table>
<thead>
<tr>
<th>Too medical</th>
<th>Black &amp; White</th>
<th>Studio Portrait</th>
<th>Fake city</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Incorrect Example" /></td>
<td><img src="image2" alt="Incorrect Example" /></td>
<td><img src="image3" alt="Incorrect Example" /></td>
<td><img src="image4" alt="Incorrect Example" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Eye level city</th>
<th>Too western/ business like</th>
<th>Portrait taken in nature</th>
<th>Too dark</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image5" alt="Incorrect Example" /></td>
<td><img src="image6" alt="Incorrect Example" /></td>
<td><img src="image7" alt="Incorrect Example" /></td>
<td><img src="image8" alt="Incorrect Example" /></td>
</tr>
</tbody>
</table>
Inspiring cities to deliver quality, equitable cancer care for all

UICC - Union for International Cancer Control

We believe that access to life-saving #cancer diagnosis, treatment and care should be equal for all – no matter where you live, what your income, your ethnicity or gender. How your support and get involved this 4 February. #WorldCancerDav #IAmAndIWill
Post examples

Meet John from Cali C/Can

C/Can Meeting

01.01.2019 | 6pm - 8pm

How We Work
See what C/Can could mean for you community.

at the Townhall
Streetname 00
Postcode

People.

Event.
Post examples

People.

You beat cancer by how you live

Welcome to Kumasi

Cities.
City Cancer Challenge

City Guidelines
C/Can Cities

The network

Globally Connected

Each city has their own sub-brand under the City Cancer Challenge umbrella.

The brand consists of a logo that displays the name and a city specific color. This color is not only part of the logo, but can also be used as a background color for print and digital materials.

Asunción, Paraguay

Cali, Colombia

Porto Alegre, Brazil

Asunción #e35855

Cali #1293c4

Porto Alegre #716282

Monochrome version available
C/Can Cities

Kigali, Rwanda
Kumasi, Ghana
Yangon, Myanmar
Tbilisi, Georgia

Kigali #cfa2b
Kumasi #008080
Yangon #cb5440
Tbilisi #0d6180

Monochrome version available
Local Imagery

The global image rules (see page 16) also apply to city-specific materials. Try to keep it vibrant and light with a mixture of portraits and city imagery.

Over time we will develop an archive of city specific images: Events, people in the City Cancer Challenge network and top view city photos.

LINK TO IMAGE SELECTION FOR CITIES
Digital: Local Adaptation Example

(Optional: place an image here, bound by this box)

The Title for this Presentation

Subtitle if needed.
When creating banners, please adapt with local logo and color as appropriate.
Contact

Got a question?

Please contact: communications@CityCancerChallenge.org
People
Powered
Communities